



Ava Reynolds

Marketing Data Analyst

CONTACT

(512) 555-1234

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Austin, TX

PROFESSIONAL SUMMARY

Enthusiastic marketing data analyst seeking to leverage analytical skills and marketing insights at Cactus Marketing Group in Austin, TX.

EDUCATION

Bachelor of Business Administration in Marketing

University of Texas at Austin, TX

Graduated: May 2024

Relevant Coursework

- Marketing Research
- Consumer Behavior
- Digital Marketing Strategies

SKILLS

Data Visualization (Tableau, Power BI)



Statistical Analysis (R, Python)



SQL



Microsoft Excel



Marketing Analytics



Google Analytics



EXPERIENCE

Marketing Intern

Blue Sky Digital / Austin, TX

2023 - 2023

- Analyzed campaign performance data, contributing to a 15% increase in ROI for social media initiatives.
- Conducted market research and analyzed consumer behavior, providing insights for strategic planning.

COURSES

Google Analytics Individual Qualification

Obtained April 2024

HubSpot Content Marketing Certification

Obtained February 2024